



8 Week Planning Guide

Week	Task	Completed
Week 1		
	Register Your Event – contact tparrish@isdh.in.gov and your regional director	
	Recruit Core Planning Committee (5-7 members) <ul style="list-style-type: none"> • Establish goals/objectives of meeting • Create a budget • Set weekly meeting dates 	
	Research date and venue options	
	Brainstorm invitation list (see <i>Target Audience Tip Sheet in the online toolkit</i>)	
	Develop strategy for recruitment	
Week 2		
	Identify funding sources and sponsors (see <i>Sponsorship Tip Sheet in the online toolkit</i>)	
	Select and invite speakers (minimum 1 keynote, 1 historical)	
	Build invitation list, gather contact information	
	Meet with potential sponsors	
	Start to develop participant packet – assign members of planning committee to a specific component	
	Develop a plan for volunteer recruitment (see <i>Volunteer Tip Sheet in the online toolkit</i>)	
	Update your RD on the event	
Week 3		
	Continue to develop & finalize invitation list	
	Confirm event date, venue, and speakers	
	Order Audio Visual equipment	
	Finalize and print invitation	
	Meet with sponsors	
	Prepare participant packet	



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Week 4		
	Mail/Email Invitations <ul style="list-style-type: none"> • Don't forget to develop an RSVP system to help determine who is coming and who requires follow-up (especially, those key attendees) • Designate 1 person to take calls/emails 	
	Recruit exhibitors (if space permits) <i>(see the Exhibitors Tip Sheet in the online toolkit)</i>	
	Begin volunteer recruitment	
	Continue participant packet development	
Week 5		
	Order promotional materials for event	
	Order food & beverage, if applicable	
	Finalize agenda	
	Finalize participant packet	
Week 6		
	Follow – up on invitation list (phone calls)	
	Continue recruitment if necessary (2 nd email or mailing)	
	Print participant packet	



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Week 7 – Get Excited! Your Influence Event is 1 week Away!!!		
	Prepare materials to contact media	
	Assemble participant packets	
	Confirm A/V	
	Confirm speakers	
	Hold an event walk through <ul style="list-style-type: none"> • Check A/V, microphones • Prepare/adjust seating arrangements • Locate exhibitor area, table skirts, electricity • Identify food & beverage set-up 	
	Confirm food & beverage	
	Send out Media Advisory (see Media Plan in the online toolkit)	
Week 8		
	Confirm exhibitors	
	Finalize and update registration list	
	Meet with volunteers <ul style="list-style-type: none"> • assign duties <ul style="list-style-type: none"> ◦ designate 1 volunteer to attend to each speaker • answer questions 	
	Prepare lead organizations section of the program (introduction, etc)	
3 days	Prepare name tags	
	Finish assembling participant packets	
	Call media to inform of event	
	Prepare press packets	



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Event Day		
	Issue press release	
	Meet with volunteers to troubleshoot	
	Set up venue	
	Reserve seats for VIPs and speakers	
	Hang banners & promotional materials	
	Assist exhibitors & catering, as necessary	
	Test A/V	
Post Event		
	Create a follow-up plan & follow-up with attendees less than 2 weeks after	
	Send Thank You letters to speakers, VIPs, venue, etc	
	Add contact names to your database	
	Send contact names to ISDH & ITPC	
	Develop a monthly follow-up plan	
	Complete and return the evaluation report	